

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Wendy Greenfield

DATE: May 1, 1991

FROM: Jeanne Bonhomme *JB*

SUBJECT: Gateway Literacy Program

I've reserved a one-on-one interviewing room and viewing room in Philadelphia for May 13th at:

Philadelphia Focus
100 N 17th Street
Philadelphia, PA 19103
(215) 561-5500
Supervisor: Tom

Ten appointments will be scheduled with Gateway Literacy Program Service Providers between 9:00 am and 6:00 pm. We should block out some time that evening for a debriefing discussion. Since we will be conducting the interview, writing the interviewer guide and report, the charge to Philip Morris for this project will be approximately \$1,300. This includes \$500 respondent cooperation fees. Directions to the facility, along with hotel accommodations are attached.

/mc
Attachments

cc: S. Bailey (Phila)
C. Levy
M. Taylor

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